MISSION STATEMENT FOR CITIZENS ADVISORY GROUP

To improve the quality of life for current residents, maintain the population level, and attract more visitors to shop, dine, and enjoy our recreational activities.

STRENGTHS OF FAIRBURY

Fairbury is geographically located within thirty-five miles of Bloomington and ISU, within 60 miles of Peoria, and less than a two-hour drive of the Chicago suburbs. It is the center of its consolidated school district and the Pontiac Hospital is fifteen miles away.

The population of Fairbury is just under 4,000 residents. The city is well-managed and includes local police and fire departments. The city is golf-cart friendly.

Fairbury offers a unique shopping experience including at least three antique shops. The city has several restaurants, including the unique Lost in Time restaurant located in a historic bank building. Dave's Supermarket includes a deli with an on-site bakery.

Fairbury is an agricultural community. Visitor tours are available for the Kilgus Dairy farm, Spence Farms, and Slagel Farms. The Kilgus Dairy also offers a shop with farm products. Fairbury is connected with Chicago restaurants who use farm products from Fairbury. Fugate Woods is a preserved natural park.

Fairbury has a museum which chronicles local history. There are about ten historic locations including stately old houses, the original City Hall, and the Dominy Memorial Library. It's most nationally famous citizen was Francis Townsend, an early promoter of what is now the Social Security system. There were three coal mines in Fairbury at one time with the last mine closing in 1949.

Fairbury also has a nine-hole public golf course. It is also well known for the Fairbury American Legion Speedway, a 1/4 mile semi-banked oval race track. Huge crowds attend the auto races each summer week-end.

Fairbury also has many social groups and clubs. These groups, plus other volunteers, take an active interest in improving Fairbury.

WEAKNESSES OF FAIRBURY

As would be expected for a city with a population of four-thousand, Fairbury offers limited shopping options for local residents. There are only a few restaurant choices. Most residents do the majority of their shopping in Pontiac or Bloomington.

Retirees often look for a community with a university and a hospital. The nearest university is ISU thirty-five miles away. The nearest hospital is Pontiac fifteen miles away.

There are some, but not many family oriented activities in Fairbury. There are few winter activities. This shortage has been mentioned in previous public surveys.

There are relatively few jobs available in Fairbury. It is difficult to attract new business given the poor business climate currently in the State of Illinois.

There is currently no hotel or bed-and-breakfast in Fairbury. Visitors can not currently spend the night in Fairbury.

Although Fairbury has a museum, it is relatively small and not open every day. Low visitation rates do not justify the expense of keeping it open every day.

Main Street (Locust) is not as quaint and historic as it could be for visitors. An 1890's approach would build on the strength of the existing old City Hall, Walton's, and the Lost in Time bank building.

Very few things are open on Saturday afternoons and Sundays.

Some businesses have joined together and consolidated their marketing and communication efforts. The web site FairburyIlAttractions.com currently exists and should be the central platform for communicating with visitors. The web site includes a recently developed map of Fairbury showing many of the key businesses for visitors. The web site should be modified to match the over-all marketing plan. For example, the web site could offer visitors suggested day trip options (shopping, restaurant, farm visits, stock car racing). A walking map identifying Fairbury's historic sites could also help.

POTENTIAL FAIRBURY MARKET SEGMENTS

Local Families. Includes families in the city of Fairbury plus Avoca, Indian Grove, and Belle Prairie townships.

Chicago Women Shoppers. Includes women from the Chicago suburbs.

Chicago Food Connoisseurs. This group frequents Chicago restaurants who use farm products from Fairbury. They would visit Fairbury to see where there food comes from.

Bloomington/Chicago Family Agricultural Day-Trippers. These are families who want their children to see what a real farm looks like.

Stock Car Fans. They attend the racing events and could visit Fairbury attractions.

Travelers. Includes people traveling in cars on Route 24, Route 66, or I-55.

CLASSIC MARKETING PLAN

A classic marketing plan covers the 4-P's. The 4-P's are Product, Place, Price, and Promotion. A 4-P marketing plan should be developed and implemented for each target market segment.

MARKETING PLAN FOR LOCAL FAMILIES SEGMENT

Product. This group would be interested in family type events. Type of events could include ice skating, visits to the local farms mentioned above, kid's activities at the Farmer's market, food festivals, etc. Marsh Park should be reviewed and upgraded as part of the long-term plan. Nature based educational events using Fugate Woods is another option. High school students could annually paint a mural on a downtown building.

Place. These could occur anywhere in Fairbury and the surrounding farms.

Price. Since these are families, they probably prefer free or nominal fees for the activities.

Promotion. Review and determine the best means of communicating to local residents. Options include the existing FairburyIlAttractions.com web site, or other means.

MARKETING PLAN FOR CHICAGO WOMEN SHOPPERS

Product. This group would be interested in a unique day-trip shopping experience. They would shop at our existing antique stores and eat lunch at Lost in Time. They could also take a walking or driving tour of historic sites in Fairbury. A walking map of historic sites needs to be available to them. Part of the unique shopping experience would be a more historic looking Main Street area. A gradual transition to an 1890's era appearance is needed. Initial efforts could be to focus on ornate cornices and repaint the old signs on buildings (Occident Flour, Swing, etc). Free standing murals in Central Park could add to the unique experience. The murals could cover Francis Townsend, coal mining, agriculture, and the railroads. Local beautification projects also improve the downtown appearance. Monitor historic homes that could be improved to their original condition. Chartered bus trips for the shoppers is another option. Visits to the local museum could be planned using the web site noted below. Husbands could golf at the 9-hole golf course while their wives shopped in the summer time. The jail cell in City Hall could be modified and used for visitor photo-ops, etc. Sub-groups of this market segment include women from larger nearby communities like Bloomington, Peoria, Joliet, and Champaign.

Place. They would shop at our existing antique stores and eat lunch at one of our restaurants. They could also visit Dave's Deli and the Kilgus Dairy shop.

Price. Each business visited sets its own pricing. The historic site walking map would be free to visitors. The cost of printing the maps would be covered by local businesses.

Promotion. Modify the existing web site FairburyIlAttractions.com . Modify the web site to allow visitors to plan their day using the web site. Continue to distribute the existing Fairbury brochure. Explore other promotional methods including social media, radio, and print. Add Fairbury businesses to TripAdvisor.com to help visitors plan their trips. Add or improve entry signs to the city and uniform interpretive way-finding signage to key attraction locations.

MARKETING PLAN FOR CHICAGO FOOD CONNOISSEURS

Product. This group frequents Chicago restaurants that use farm products from Fairbury. They would be interested in seeing where their food comes from. A day-trip visit would include visiting the Fairbury farms noted above. It could also include shopping in Fairbury. The day-trip would be coordinated with the local farmers who provide the products to the Chicago restaurants. Chartered bus trips are also a possibility. Barn quilting events are an option. The over-all plan needs to agree with the missions of the respective farms.

Place. They would visit our area farms notes above. They could also add in some shopping in Fairbury stores.

Price. Each business or farm visited sets its own pricing.

Promotion. Use the existing FairburyIlAttractions.com web site as the primary communication tool to visitors. Modify the web site to allows visitors to plan their day using the web site. Offer sample trip plans. Work with owners of local farms on the communication plans.

MARKETING PLAN FOR BLOOMINGTON/CHICAGO FAMILY AGRICULTURAL DAY-TRIPPERS

Product. These are families who want their children to see what a real farm looks like. A day-trip visit would include visiting the Fairbury farms noted above. It could also include shopping and lunch in Fairbury. The day-trip would be coordinated with the local farmers who own the farms being visited. Chartered bus trips are also a possibility. Could also be Champaign or Peoria families. Barn quilting events are an option.

Place. They would visit our area farms notes above. They could also add in some shopping in Fairbury stores.

Price. Each business or farm visited sets its own pricing.

Promotion. Use the existing FairburyIlAttractions.com web site as the primary communication tool to visitors. Modify the web site to allows visitors to plan their day using the web site. Work with owners of local farms on the communication plans. Contact schools to let them know about the opportunity. Explore other promotional

methods including social media, radio, and print. Add or improve entry signs to the city and uniform interpretive way-finding signage to key attraction locations.

MARKETING PLAN FOR STOCK CAR RACE FANS

Product. These are visitors who attend the racing events and could visit Fairbury attractions. The can visit local shops and restaurants. They could also take a walking or driving tour of historic sites in Fairbury. A walking map of historic sites needs to be available to them. Review and coordinate the shuttle trips already run by the American Legion during large race week-ends. The fairgrounds and grandstand are resources that are only utilized for races and the annual Fair. These resources could be utilized for other community events.

Place. They would visit the race track, local shops and restaurants, and take a driving or walking tour of Fairbury.

Price. Each business visited sets its own pricing.

Promotion. Use the existing FairburyIlAttractions.com web site as the primary communication tool to visitors. Modify the web site to allows visitors to plan their day using the web site. Work with the Fairbury American Legion Speedway officials and integrate into their existing marketing plans. Add or improve entry signs to the city and uniform interpretive way-finding signage to key attraction locations.

MARKETING PLAN FOR TRAVELERS

Product. These are visitors who happen to be driving on Route 24, Route 47, Route 116, Route 66, or I-55. These drivers could stop and visit Fairbury attractions. They could visit local shops and restaurants. They could also take a walking or driving tour of historic sites in Fairbury. A walking map of historic sites needs to be available to them. A map showing local businesses should also be available to them.

Place. They would visit local shops and restaurants, and take a driving or walking tour of Fairbury.

Price. Each business visited sets its own pricing.

Promotion. Highway signs would be the dominant form of promotion. Many of these visitors use smart phones or have other access to the Internet. They could visit the existing FairburyIlAttractions.com web site as a primary communication tool to visitors. Modify the web site to include help for these type of travelers (link might be, "Driving through Fairbury?). Continue efforts to get connected to the Route 66 group. Investigate use of a local radio broadcast with tourist information. Add or improve entry signs to the city and uniform interpretive way-finding signage to key attraction locations.

IMPLEMENTATION PLAN

Items Completed January through August 2016

- √ Review this plan with local residents and groups. Update plan per their input. Add action items as plan is finalized. Target March 31 for having initial update of the plan completed.
- √ Start to identify any costs needed to implement the plan.
- √ Investigate using Prairie Lands foundation to set-up and hold donations now for us to use as the plan is implemented.
- √ Develop and install new east and west side city entry signs
- √ Work with Garden Club on Main Street flower boxes
- √ Continue to help Indian Creek Market be successful
- √ Participate in Discover Central Illinois tourist magazine
- √ Talk to community organizations about additional projects
- √ Develop and implement 5 historic murals in the back of Central Park
- √ Improve FairburyIlAttractions.com web site
- √ History talks during Indian Creek Market days
- √ Restore Occident Flour sign on building
- √ Implement rotating framed art of local attractions

Longer-Term Action Plans

- Conduct annual Taste of Fairbury food festival
- Develop plan for improving Main Street appearance. Paint cornices, repaint old building signs, outside exhibits. Includes vision sketch of Main Street in an 1890's era.
- Develop plan to improve Marsh Park.
- Develop plan for place for outdoor venues
- Fugate Woods Wiener Roast event(s)
- Develop and implement community calendar project
- Add additional way-finding signs on Route 24
- Add historic displays on walking trail
- Restore Steidinger Tire to 1915 Harley Davidson/Maxwell look
- Create Occident Flour lady mural using Leman sign
- Restore other building signs
- Set up Old City Hall Jail photo op
- Barn Quilt competition for Fall 2016 and Spring of 2017; with judging and prizes awarded next Spring.
- Develop plan for outdoor community event center including concerts
- Plan for possible new location for Boy's/Girls Club near North Park and reuse of their present location for Senior Activity Center.
- Bring musical and family events periodically to Fairbury during the year.
- Repair old City Hall windows, painting, tuck pointing (done by City?)
- Larger museum
- Participate again in Discover Central Illinois Magazine
- Purchase historic building(s) for preservation
- Upgrade Marsh Park

Short and Long-Term Estimated Budget

Amount	Frequency	Year	Description
$2,500	Annual	All	Participate in Discover Central Illinois Magazine
$30,000	Annual	All	Additional advertising to Chicago women shopper segment
$5,000	Annual	All	Set-up and maintain community calendar of events
$10,000	Annual	All	Set-up and maintain historic maps/brochures
$7,000	Once	2016	5 Historic Murals in Central Park
$30,000	Once	2016	Repair old City Hall Windows
$12,000	Once	2016	New east and west entry signs
$10,000	Once	2016	Additional way-finding signs to tourist attractions
$25,000	Once	2017	Re-Paint 3 Historic wall signs (Occident Flour, Swing, etc)
$10,000	Once	2017	Alternative flora decoration to existing trees in boxes
$50,000	Once	2017	Improve Main Street appearance (painting, displays, etc)
$50,000	Once	2017	Upgrade Marsh Park
$5,000	Once	2017	Modify City Hall for visitor jail photo opportunity
$150,000	Once	2018	Purchase historic building for renovation
$100,000	Once	2018	Add outdoor venue for concerts, etc
$100,000	Once	2018	Larger museum
$47,500	Total annual expenses		
$549,000	Total Capital Expenditures		